

**Hopkinsville Art Guild**  
**Executive Committee Meeting Minutes**  
**August 12, 2013**  
**Guild Gallery**

The meeting was called to order by President Carolyn Self at 1:00 p.m.

**Committee Members Present** (in alphabetical order): Janice Cayce, Tanya Ezell, Nada Fuqua, Betty Liles, Carolyn Self, Lynn Shepherd, and Betty Vinson.

**Minutes:** Minutes of the August 8, 2013 Executive Committee Meeting were presented by Tanya Ezell and approved as corrected. (Betty Liles was misspelled in one place and the model for the life-drawing class will be clothed.)

**Financial Report:** Treasurer Janice Cayce handed out financial reports for July and August. The July report showed a bank statement balance of \$2,418.90 and a sales tax account balance of \$558.51. The August report showed a bank statement balance on 08/30/13 of \$4,157.58 and a sales tax account balance on 08/30/13 of \$758.52.

**Committee Reports**

**Membership: Betty Liles, Chair** Betty announced that the Guild has 3 new members bringing the present total to 72.

**Gallery Committee: Betty Liles, Chair; Lynn Shepherd, Volunteer Coordinator; Jack and Lynn Shepherd, Facilities Oversight; and Betty Vinson, Correspondence Coordinator** Henrietta Kemp sent tally sheets showing the number of Gallery visitors in July, August, and September during afternoons in 2010, 2011, 2012, and 2013. By looking at these sheets, we were better able to determine hours we need to stay open, especially during the holidays.

**Holiday Gallery Hours:** The committee decided to extend Gallery hours from the end of November through December. Tentatively, we decided to keep the Gallery open on Saturday from 11 a.m. - 3 p.m. and from 3-7 p.m.; on Sunday from 2-6 p.m.; and on Tuesday – Friday from 2-6 p.m.

**“Supper Club”:** The September 30<sup>th</sup> quarterly meeting will be a catered dinner at the Gallery with Betty Liles, Carolyn Self, Lynn Shepherd, and Betty Vinson providing part of the food and Larry Richardson giving a presentation on marketing art beginning at 7:00 p.m. Members were sent e-mails asking them to RSVP so we can determine how much food is needed. The January Supper Club for members will be a Pinterest Party.

**Facility Oversight – Jack & Lynn Shepherd:** Lynn said no one has sent her any e-mails concerning supplies or repairs needed in the Gallery.

**Forms – Henrietta Kemp:** Henrietta was not present to report whether anyone has sent her an e-mail or called her to report a shortage of forms in the Gallery.

**Publicity: Henrietta Kemp, General Coordinator; Dr. Terry Fuqua, Web site manager; and Nada Fuqua, Historian and Web site assistant:** Henrietta sent out some ideas on publicity earlier, and we will discuss these when she is present. She is talking with someone about updating the look of our website.

## **Workshops**

**Guild Sponsored Free Workshops:** The Hopkinsville Art Guild sponsors a number of workshops throughout the year. The first workshop selected by each Guild member is free with a charge of \$25.00 for each Guild sponsored workshop they select after that. Non-members must pay \$40.00 for each Guild sponsored workshop.

Betty Liles will teach a Still Life Workshop on October 20, 2013, from 2-5 p.m.

**Workshops Not Free to Members:** A pastel workshop has been tentatively planned for April 1, 2014. This date has not yet been confirmed. A plein air workshop was also discussed for May, 2014 with no firm date. Other possible workshops will be discussed later, but the primary impetus of our meeting on August 12<sup>th</sup> was on coming up with ideas to attract more visitors into the gallery.

## **Attracting Gallery Visitors**

**Attracting Visitors into the Gallery:** One of the principal ideas the Executive Committee came up with to attract people into the Gallery was to designate that portion of the Gallery in the area behind the sales desk, and use that area to hold various exhibits that would attract people into the Gallery who might not necessarily visit the Gallery otherwise. These exhibits would not only draw visitors into the Gallery, but they could also provide excellent publicity opportunities for the Guild. The plan is to hold an event each month. Several possible exhibits include:

- Art by Senior Painters
- A Quilting Exhibit
- A Doll Exhibit
- A Young Artists Exhibit
- A Woodworking Exhibit by the Tuckessee Woodturners
- An Exhibit by High School Students (in May)
- A Summer Camp Art Exhibit
- Paint-offs
- Art Created in a Life Drawing / Painting Class
- An Exhibit by Kids' College Students of the Community College
- A Hungry Artist Art Sale in January
- A Spring Local Floral & Fauna Exhibit
- Something connected somehow with Jeffers Bend, maybe the fishing day held each year

**Greeting Visitors Warmly:** Carolyn Self mentioned that we need to have more training on greeting people as they come into the Gallery and moving them around the Gallery in a positive manner without getting in their way. One of our monthly events might be supper for our volunteers to discuss ideas that Larry Richardson did not mention in his talk on marketing. Some of these ideas include playing music in the Gallery and sending Thank You cards to people who purchase expensive art. Betty Liles said she always sends out cards with a picture of the art that was purchased on the front of the card. Someone suggested that each member give Betty Vinson one or two Thank You cards to help support her correspondence. When a volunteer sells anything from the Gallery, they should also include a business card of the artist who created it. Volunteers should also wear their Guild name tags.

### **Fund Raising Opportunities:**

Several fund raising opportunities were mentioned, including:

- Special luncheons at the Gallery for targeted groups such as human resources people from various industries, the military wives (luncheon in March), and the B&PW Board Meeting at the Gallery. B&PW Board meetings are held on the first Thursday of each month at 5:30 p.m.
- A Paint-Out in the Farmers' Market or at the Fountain on a Friday evening (similar to a paint-off) We would charge a \$5 or \$10 entry fee and sell tickets to be put in buckets placed next to each artist. A People's Choice Award could be purchased from this money. Artists would be free to sell their paintings with a portion of the purchase price going to the Guild.
- An invitation-only preview for the Christmas Bazaar.

**"H is for Hopkinsville" Reception:** The "H is for Hopkinsville" reception will be October 24, 2013, at the Episcopal Church, beginning at 6:00 p.m. with a "Book Signing and Art Auction." A minimum of eight people are needed to contribute hors d'oeuvres for that event. Advanced order forms for the book were distributed at the meeting, and other advance order forms are on the front desk.

**Change of Art:** The next exchange of art on the walls is September 29<sup>th</sup> and 30<sup>th</sup> from 2:00 to 6:00 p.m. Members who plan on coming to the membership meeting on the 30<sup>th</sup> can bring their art along with their completed inventory sheets and a card on the back of each painting to identify the artist, title, media, and price. Pictures will be hung on October 1<sup>st</sup> and 2<sup>nd</sup>.

### **Number of Paintings on Walls to be Limited**

Beginning in January of 2014, we will need to limit the number of paintings exhibited by each member to leave room for special invited exhibits. The committee decided a maximum of 3 paintings would be ideal, depending on their size. The number of paintings to be exhibited on tables was not specified, but it was mentioned that too many pictures on the tables limits space for members displaying other art forms such as pottery, wood turning, etc.

**3 Generation Exhibit:** The Laurel King-Davis "3 Generation Exhibit" is now open at the Depot. There will be a reception for the exhibit Saturday, September 28<sup>th</sup> from 5–7 p.m. The "3 Generation Exhibit" will remain at the Depot for two months, and Larry Richardson will follow with his exhibit after the "3 Generation Exhibit".

**Pennyroyal Juried Art Exhibition:** We have 101 entries from 44 people. We need 2 volunteers on Friday and Saturday, Sept. 27–28 from 9:00-12:00 at HCC to receive artwork; 6 volunteers on Saturday, Sept. 28 from 12:00 -2:00 to hang the work; 10 volunteers Sunday, Oct. 6 at the Reception from 2:00 – 4:00; and 2 volunteers Friday and Saturday at HCC from 9:00 – 12:00 for pickup of art work. More food is also needed for the exhibit.

**Christmas Ornaments Workshop:** Betty Vinson said Marco Chadwell asked if she would hold a class on making Christmas ornaments. Betty agreed as that might serve as one of our altruistic events. Carolyn suggested Betty could hold the class at the Gallery and she and Henrietta would help set up tables for the class since Betty did not think she would be able to set up alone.

The next Executive Committee Meeting will be October 10, 2013, at 1 p.m. at the Gallery.

Respectfully Submitted,  
Tanya Ezell